

Subject: Only in Hollywood Autumn 2016 Newsletter

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only in
HOLLYWOOD®

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news from the
HOLLYWOOD & **SUNSET & VINE**
ENTERTAINMENT DISTRICT DISTRICT

Reclaiming the Legacy of Old Hollywood



Property owners and representatives from the 'Old Hollywood' neighborhood participated in a walking tour with HPOA staff. From left to right are Erin Anderson, Robert Carman, Beth Andrus, Phil Erenberg, Galo Medina, Nicole Mihalka, Angela Babcock, Joseph Mariani, Evan Kaizer, Pam Smith, Kerry Morrison, April Clemmer, Allison Polumbus, and Steve Seyler. (Photo by Devin Strecker)

Over a century ago, the middle of Hollywood Boulevard was a happening place. Hollywood's first movie theatre opened at the NE corner of Hudson and Hollywood in 1910 (The Idyl Hour). The Hillview Apartments

(6533 Hollywood Blvd) opened its doors in 1917 as the first apartment building that welcomed actors. Hollywood's first post office

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Streetplus Hired as New Maintenance Vendor



Streetplus employee Edgar Cortez powerwashes the Walk of Fame. (Photo by Devin Strecker)

We have some exciting news to share! In an effort to stay ahead of the curve and on top of industry-leading best practices, we have transitioned to a new maintenance and beautification vendor. Since September 1, a new team has been hitting the streets of Hollywood. The vendor, Streetplus, now provides enhanced services for the Hollywood Entertainment District and the Sunset & Vine District.

Streetplus has been providing maintenance and beautification services to the business improvement district industry for over 20 years. They are proud to serve over 50

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Bisnow Goes Back to the Future...of Hollywood

This September, Bisnow LA hosted their second event in Hollywood, 'Hollywood Boom.' The event, which was held in one of the few remaining vacant retail spaces at the Eastown apartments (6201 Hollywood Blvd.), featured a keynote interview with Hollywood Chamber CEO Leron Gubler and two distinct panels focusing on the Future of Hollywood and our growing Office Boom.



From left to right are moderator Joseph Mariani and panelists Frank Stephan, Jack Mollenkopf, Leo Grifka, Jay Luchs, and Sean Moghavam. (Photo by Kerry Morrison)

Being in Hollywood for some time now, it was pretty surreal for me to moderate the 'Future of Hollywood' panel. The panel featured five real estate professionals representing a range of backgrounds from a multi-family developer to a construction engineer. While sitting there with my panelists it became clear to me that the Hollywood renaissance we have talked about for so long is not just coming, but is already here. We are in the midst of one of the largest development booms in our neighborhood's history, which became completely apparent when speaking with this panel.

"We have all heard the news of the large office tenants who are coming to Hollywood. Our community is now becoming the home for large employers such as Viacom, Netflix, and others. This

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